



Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM.....
Inventor(s): Masatsugu SHIBUNO
Application No.: 10/665,741
Docket No.: 11669-2004500

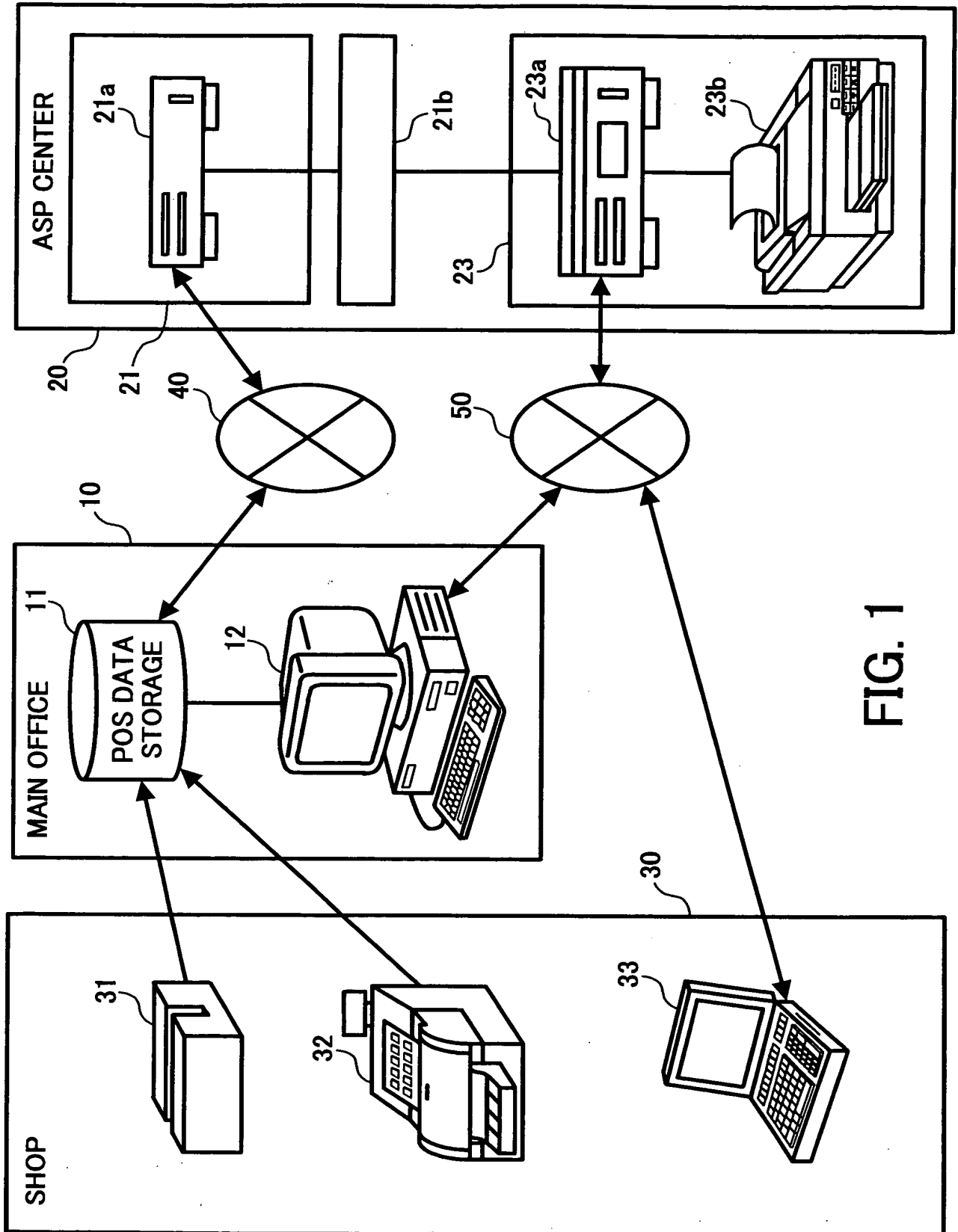


FIG. 1

FIG. 2

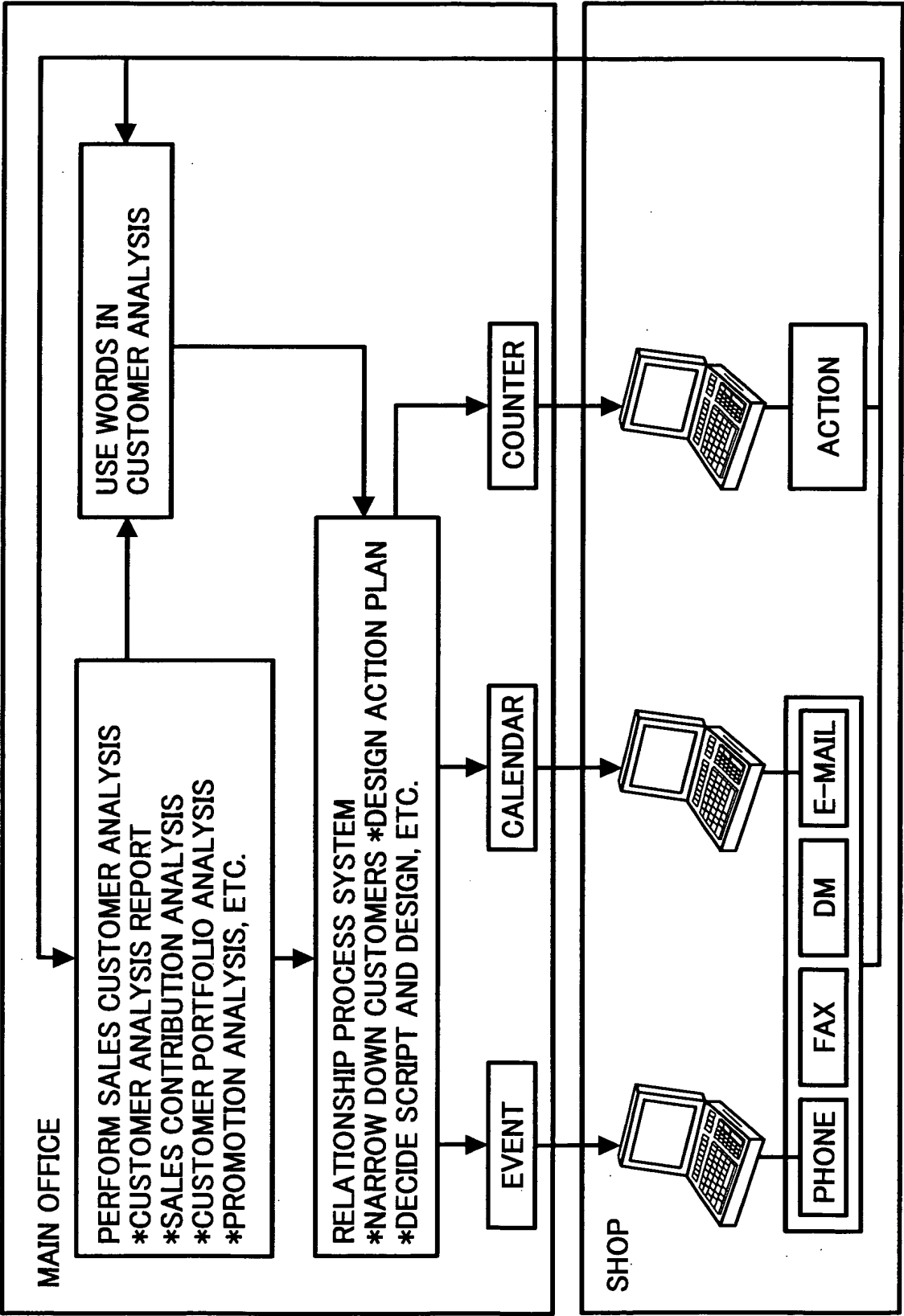


FIG. 3

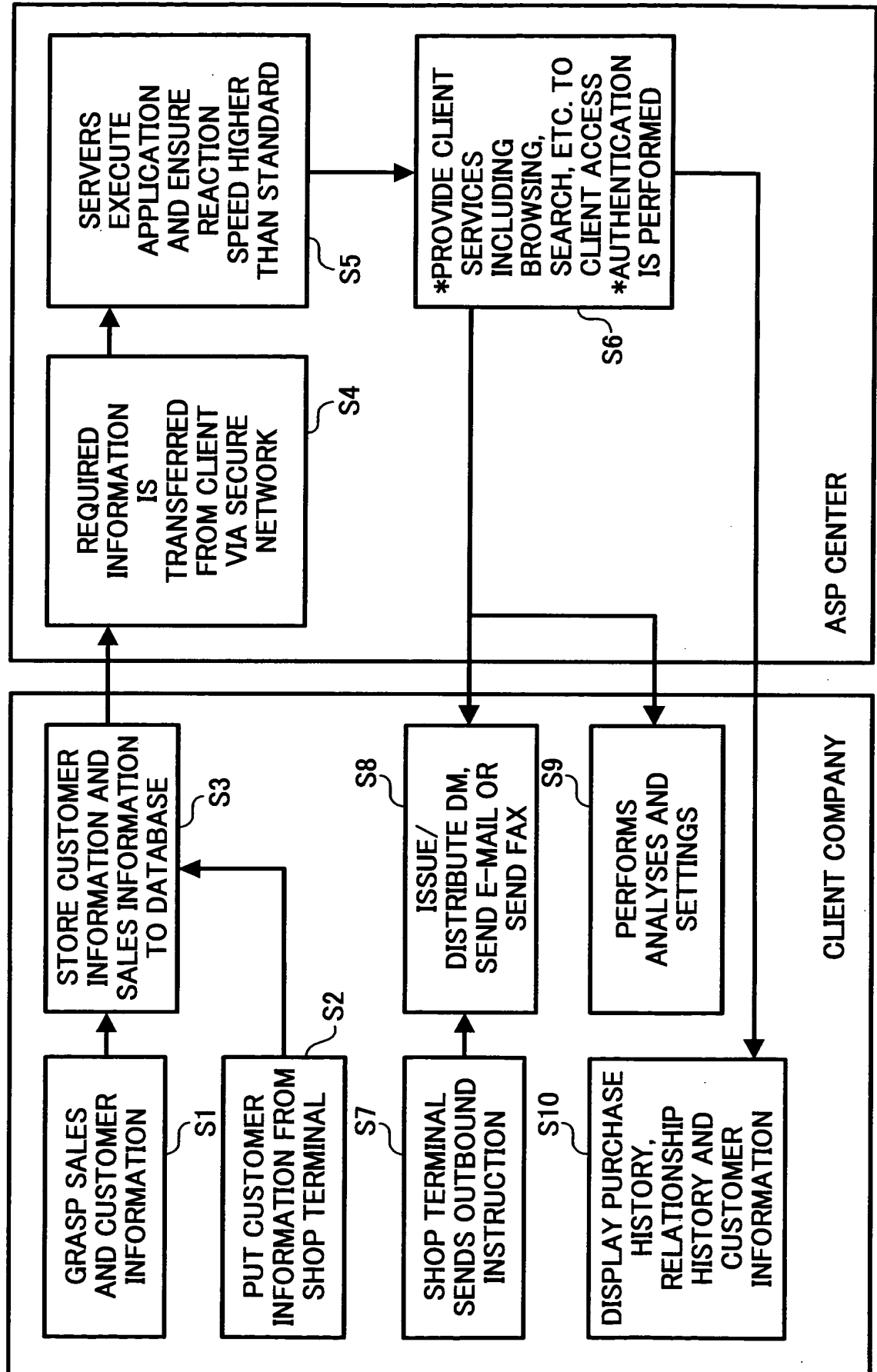


FIG. 4

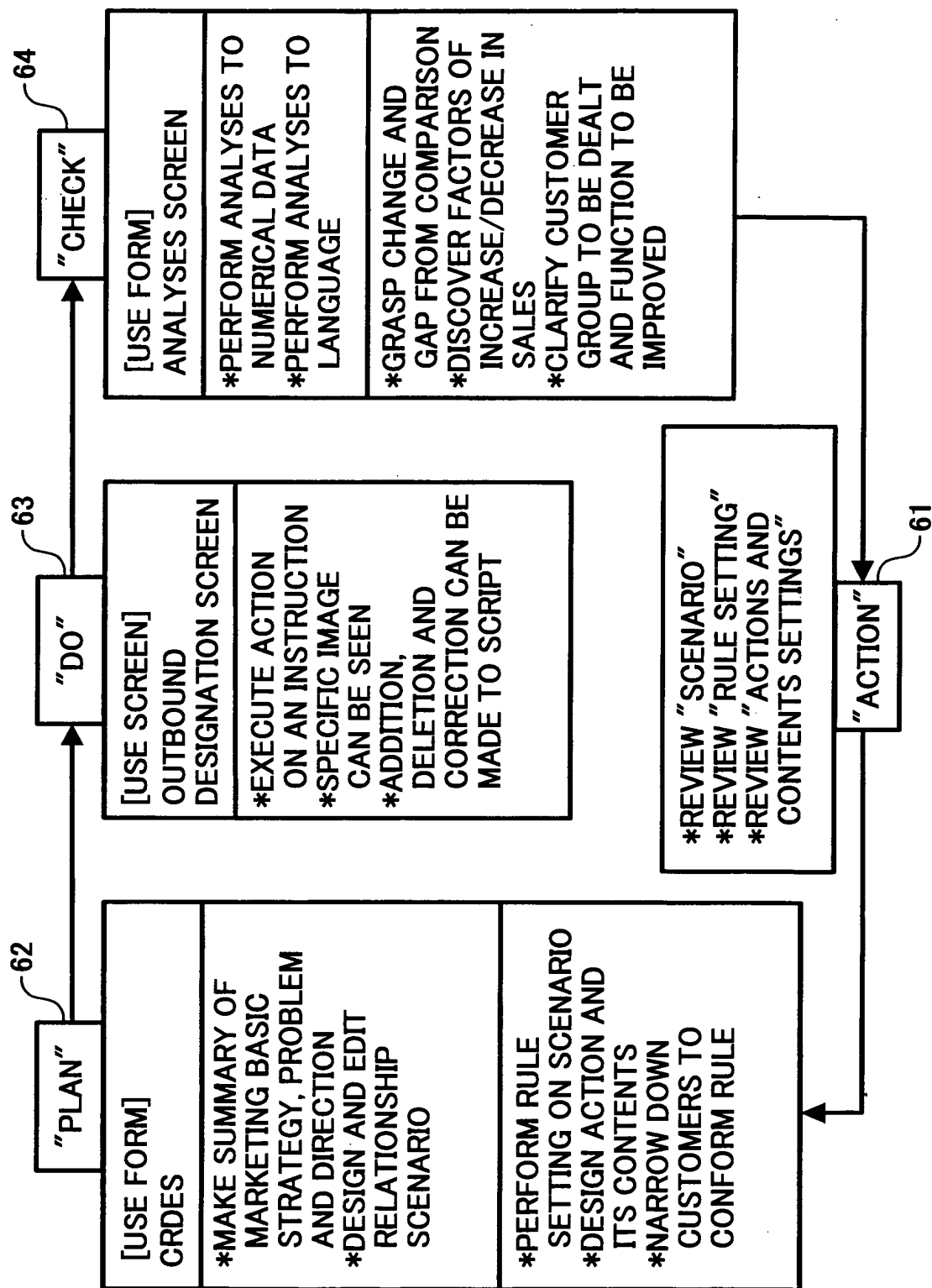


FIG. 5

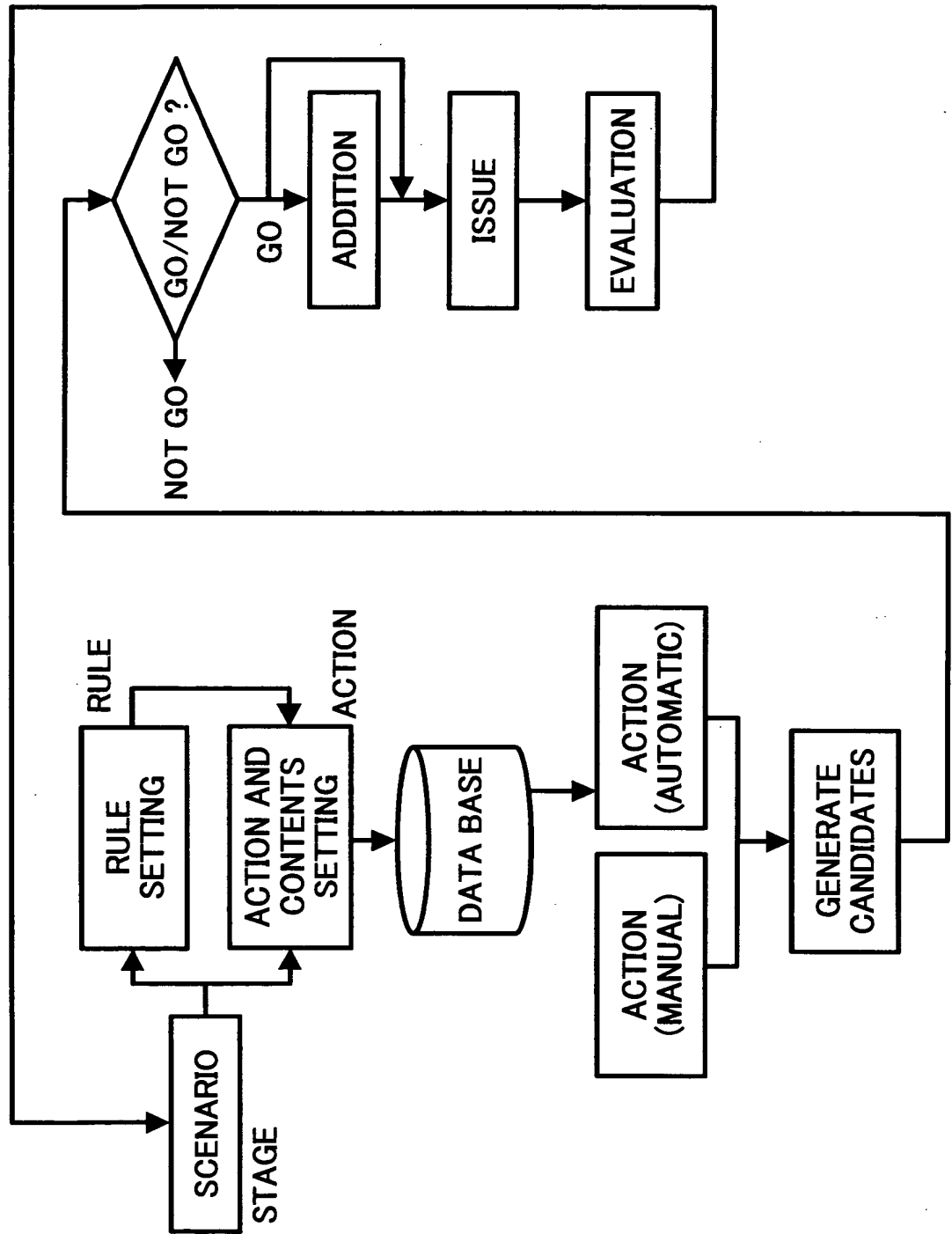


FIG. 7A

STAGE		TOOLS	CONTENTS	TARGET	OBJECT
MAIN	1	FIRST VISIT TO SHOP	MASS ADVERTISEMENT	INTRODUCTION CAMPAIGN	INCREASING FIRST VISIT CUSTOMER
	2	CUSTOMER REGISTRATION	APPLICATION FORM	REGISTRATION CAMPAIGN	REGISTER CUSTOMER TO DATABASE
	3-1	VISIT TO SHOP - FIRST PURCHASE	FACE-TO-FACE		INCREASE IN PURCHASE RATE
	3-2	VISIT TO SHOP - SECOND PURCHASE	FACE-TO-FACE (PC SCREEN)	INFORM OF CUSTOMER WHO SHOULD BE MEMORIZED	INCREASE IN PURCHASE RATE CROSS-SELL/UP-SELL
	3-3	VISIT TO SHOP - THIRD PURCHASE			
	4-1	FIRST PURCHASE - EVALUATION	DM, E-MAIL	THANKS FOR PURCHASE, PRAISE DISCERNING EYES OF COMMODITY	PREVENTION OF WITHDRAWAL (MEMORY IMPRINTING)
	4-2	SECOND PURCHASE - EVALUATION			
	4-3	THIRD PURCHASE - EVALUATION			
	5-S	SHOP INVITATION PROMOTION	DM, E-MAIL, TELEPHONE	UPPER RANK CUSTOMER	INCREASE IN VISIT
	5-P	COMMODITY RECOMMEND PROMOTION		TREND-SENSITIVE CUSTOMER	INCREASE IN SALES RATE OF SPECIFIC COMMODITY, ETC.

STAGE		TOOLS	CONTENTS	TARGETS	OBJECTIVES
MAIN	6-C	CALENDAR SYSTEM RELATION-MAKING	DM, E-MAIL, NEWS LETTER	WITHDRAWAL PREVENTION, ETC.	PREVENTION OF WITHDRAWAL
	6-A	ANNIVERSARY SYSTEM RELATION- MAKING	DM	BIRTHDAY PRESENT, ETC.	
	6-G	SEASONAL GREETING RELATION-MAKING	DM	CHRISTMAS CARD, ETC.	
	7	DEALING WITH INQUIRY	DM, E-MAIL, TELEPHONE	ORDERED COMMODITY IS RECEIVED, ETC.	
	8	DEALING WITH REPAIRING SERVICE	E-MAIL, TELEPHONE	REPAIR IS COMPLETED, ETC.	APOLOGY, RECOVERY OF RELATIONSHIP
	9	DEALING WITH SPEAKING ILL	FACE-TO-FACE, LETTER		
	10	DEALING WITH COMPLAINT	FACE-TO-FACE, LETTER		
SUB	11	MAINTENANCE CONTRACT			(DEPENDING ON INDUSTRY TYPE AND BUSINESS CATEGORY, SUB-PROCESS DESCRIBED LEFT IS DESIGNED IN ADDITION TO THE MAIN RELATION STAGE.)
	12	SUPPLY PURCHASE			
	13	LICENSE ACQUISITION			
	14	LICENSE UPDATE			
	15	INSURANCE			
	16	OTHERS			

FIG. 7B

FIG. 8

RULE NUMBER		02354		NAME		SIZE SETTING				
RANGE	USE FILE			=		SALES FILE			AND	
				=					AND	
				=					AND	
IF	(ITEM NAME	RANGE 1		RANGE 2		RANGE 3)	AND
			SIGN	COND.	SIGN	COND.	SIGN	COND.		
		PURCHASE DATE	=	2000						AND
	(PURCHASED COMMODITY	=	BOTTOMS						AND
		SIZE	>=	#3						
					>=	#5				
							>=	#7		
	(PURCHASED COMMODITY	=	BLOUSE						AND
		SIZE	>=	#3						
					>=	#5				
							>=	#7		
	THEN	(PURCHASED COMMODITY	=	SWEATER					AND
>=				#3						
					>=	#5				
							>=	#7		
ITEM NAME		RANGE 1		RANGE 2		RANGE 3		ELSE		
SIZE	#3	#5	#7	UNKNOWN						

FIG. 9

RULE NUMBER		02354	NAME		SIZE SETTING	
RANGE		USE FILE	=	SALES FILE		AND
			=	CUSTOMER FILE		AND
			=			
IF	(ITEMS	SIGN	CONDITION)	AND
	(PURCHASED COMMODITY	=	BOTTOMS		OR
		PURCHASED COMMODITY	=	QUICK)	AND
	(PURCHASE DATE	>=	AUGUST 15, 2002		AND
		PURCHASE DATE		AUGUST 14, 2002)	AND
		CUSTOMER GENERATION	<			
			=			
THEN	ITEMS		SIGN	EXECUTE (SETTLEMENT, DEFINITION)		
	ACTION NUMBER		=	A01-S01		AND

FIG. 10

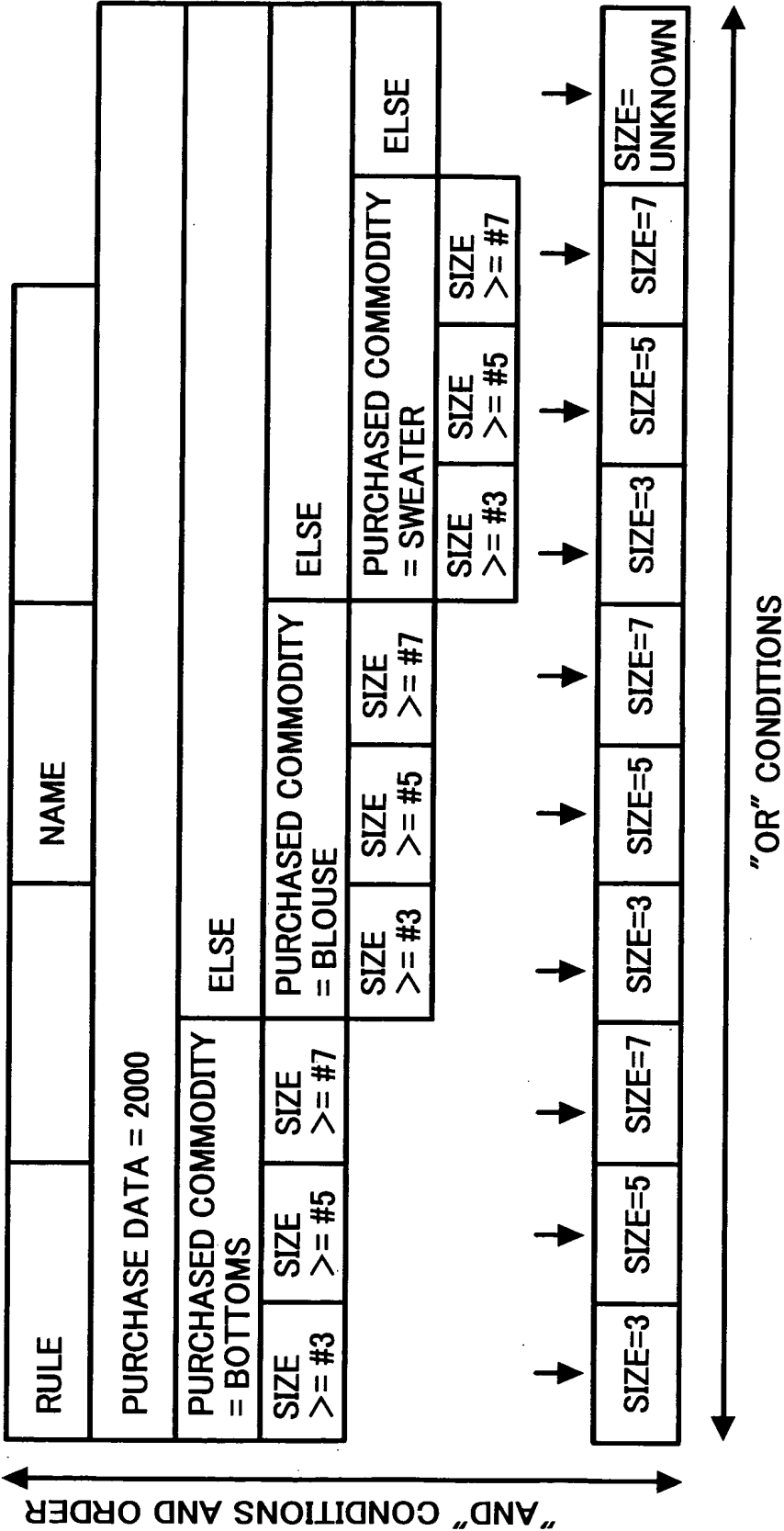


FIG. 11

ACTION		A01-S01	NAME						
TOOL SETTING SECTION	ITEM NAME	SIGN		SECTION DESIGNATION					
	TOOL	=		DM					
	SIZE FORMAT	=		POST CARD, BOTH SIDES					
	BACKGROUND	=		PEDICEL, VERMILION					
	FONT AND COLOR	=		GOTHIC / BLACK					
	LAYOUT	=		7					
	LOCATION OF OUTPUT	=		CENTER					
	ACTION EXECUTION DATE	=		EVERY WEEK, SUNDAY					
	REPETITION	=		YES					
	TARGET			RELATION-MAKING					
EVALUATION INDEX			(NEXT-YEAR CUSTOMER EXISTING NUMBER) / (SENDING NUMBER)						
CUSTOMER NAME		MEMBERSHIP NUMBER BAR-CODE							
VARIABLE ITEM SECTION	STAFF NAME	SHOP NAME AND STAFF NAME	STAFF FACE PHOTO 1	STAFF FACE PHOTO 2	STAFF FACE PHOTO 3				
	PROFILE 1	PROFILE 2	PROFILE 3	PROFILE 4	PROFILE 5				
	SEASON 1	SEASON 2	SEASON 3	SEASON 4	SEASON 5				
	PURCHASED COMMOD.	BRAND LOGO	MATERIAL NAME	SIZE					
	SHOP NAME	SHOP LOGO	SHOP MAP						
	COMMOD. SCRIPT 1	ITEM SCRIPT 2	ITEM SCRIPT 3	ITEM SCRIPT 4	ITEM SCRIPT 5				
	CUSTOMER SCRIPT 1	CUSTOMER SCRIPT 2	CUSTOMER SCRIPT 3	CUSTOMER SCRIPT 4	CUSTOMER SCRIPT 5				

FIG. 12

Ms. ***

How do you do. I am *** of *** shop in Ginza. We do thank you for your purchase at our shop. Have you already tried the one-piece dress?

This dress is one of the new dresses enjoying a high reputation this season. You purchased it at good timing since the manufacture quantity of this dress is small.

The fashionable dress finds out your new characteristic you have never noticed, and give you a fresh feeling. I started to do this business with such a concept and feeling.

I think that you, who chose this one-piece dress, have a good fashion sense and this dress that has met such a person is happy.

I hope that you will go out with this dress in a good season of the year.

Thank you very much.

August 20, 2002

*** shop in Ginza of **** Inc.
*_*_* Ginza Chuo-ku, Tokyo
tel 03 4567 8988



*** **

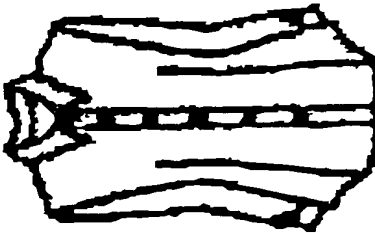
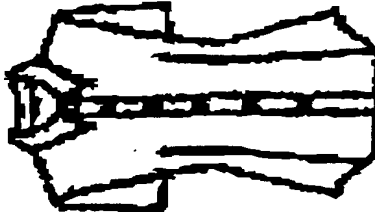
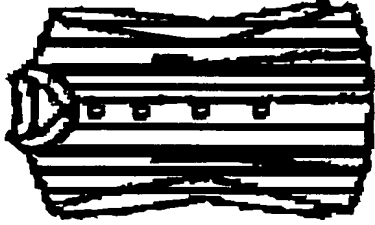
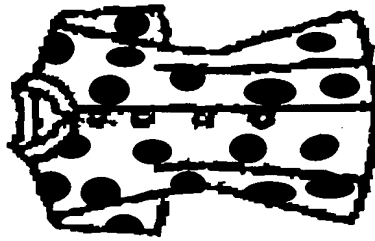
MS. AIKO TOKYO		101	103	104	105	106
		102	999 PTS.			
SORTED BY DATA						
DATE	COLOR	PATTERN	SIZE	PRODUCT NUMBER	DESIGN	
28 APR 01	WHITE	PLAIN	9	4468711679		SHASSIS COLLAR LONG-SLEEVED
21 APR 01	WHITE	PLAIN	9			SHASSIS COLLAR SHORT-SLEEVED
21 APR 01	BROWN	STRIPE	9			CHINA COLLAR LONG-SLEEVED
9 FEB 01	BROWN	POLKA DOTS	9			CHINA COLLAR SHORT-SLEEVED
						NEXT

FIG. 14

MS.	AIKO TOKYO		DATE OF BIRTH	1970. 06. 18	AGE	33
			IS MARRIED AND HAS CHILDREN			
CHILDREN:						
111						
CHARACTER						
ADDRESS						
CLOSEST STATION						
TEL. (HOME)						
TEL. (MOBILE)						
OFFICE ADDRESS						
CLOSEST STATION						
DRESSING SITUATIONS						
FAVORITE COMMUNICATIONS						
FAVORITE COLOR						
COORDINATION						

111

112

113

114

115

116

FIG. 15

CUSTOMER	MS.	AIKO TOKYO
	TOP	

RELATION HISTORY

RELATION HISTORY

#	TRANSMISSION				RESPONSE, RECEPTION					MEMO
	DATE	DAY	TOOL	CONTENTS	DATE	DAY	TOOL	CONTENTS	COM- PLAINTS	
	16MAY02		DM	PRESALE INFO	29JUN02			SHOP SALES		COMPLIMENT
					25MAR02		PHONE	INQUIRY		
	18NOV01		DM	PRESALE INFO				SHOP SALES		
			DM							
								REPLACEMENT	YES	SETTLED
			DM	SALE INFO						
							PHONE	REQUEST TO HOLD		SOLD

NEXT

FIG. 16

TOP

MS. AIKO TOKYO

RECORDS OF PURCHASE

#	DATE	DAY	BRAND	PROD. #	PROD. NAME	COLOR	SIZE		SALE DIVI- SION	FIXED UNIT PRICE	PURCHASE			PAYMENT
							1	2			UNIT PRICE	QTY.	TOTAL	
1	29JUN02	SAT				WHITE	9		S	210	135	1	135	CARD
2	29JUN02	SAT				BLACK		42	S	120	78	1	78	
3	29JUN02	SAT				WHITE	9		S	75	48.75	1	48.75	
4	29JUN02	SAT				BLACK	9		P	43	48	3	144	
5	19MAY02	SUN							P					CARD
6												-1		RET.
7														
8														
9												-1	135	EXCH.
10												1	135	
11														

FIG. 17A

ANALYSIS (NUMERIC DATA)			
LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
SALES	COMPARISON IN VARIOUS ASPECT	GRASP SALES CIRCUMSTANCE	TIME, ORGANIZATION
CLIENT CONTRIBUTION	COMPARISON, TREND ANALYSIS	GRASP DISTRIBUTION OF CUSTOMERS	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER FLOW	TERM COMPARISON, TREND ANALYSIS	GRASP COMINGS AND GOINGS OF CUSTOMER EXERTED INFLUENCE	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER LIFETIME VALUE	AGE ANALYSIS, ANALYSIS ON TIME PASSING	GRASP LIFE TIME CIRCUMSTANCE	TIME, ORGANIZATION, EVENT, STAFF, COMMODITY
CUSTOMER ATTRIBUTE	SEGMENT COMPARISON, CROSS ANALYSIS	GRASP PURCHASE ACTION FROM CHANGED CUSTOMER SEGMENT	TIME, ORG., EVENT, STAFF, COMMODITY, COMMODITY SEGMENT
PROMOTION	REACTION RATE	GRASP PROMOTION EFFECT	TIME, PROMOTION CODE
CUSTOMER TRACE	TREND ANALYSIS	GRASP TIME SERIES CHANGE IN SPECIFIC CUSTOMER SEGMENT	TIME, CUSTOMER SEGMENT
COMMODITY	MD ANALYSIS	GRASP MD POLICY BY MATRIX OF CUSTOMER AND COMMODITY	TIME, CUSTOMER SEGMENT, COMMODITY SEGMENT
OTHERS			

FIG. 17B

LARGE CLASSIFICATION		MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
COMPLAINT ANALYSIS				
INQUIRY DEMAND ANALYSIS				
VOICE ANALYSIS AT A SALES CONTACT				
TOOL SCRIPT ANALYSIS				
OTHERS				
CORRELATION ANALYSIS		ACTON ANALYSIS	EVALUATE EFFECTIVENESS OF ACTIONS	(OBTAIN THE CORRELATION BY A STATISTICAL METHOD)
ANALYSIS (NATURAL LANGUAGE)				
EVALUATION				

FIG. 18A

TIME TO
 DISPLAY BY
 EVENT

DEPARTMENT

COMMODITY ATTRIBUTE

CLASSIFICATION

RANK	MINIMUM AMOUNT	TOTAL SALES		TOTAL TRANSACTION		CUSTOMER		NEW CUSTOMER		PURCHASE FREQ. PER PERSON
		AMOUNT	RATIO	NUMBER	RATIO	NUMBER	RATIO	NUMBER	RATIO	
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

FIG. 18B

[illegible]

FIG. 19A

TIME YY/MM/DD TO YY/MM/DD CLASSIFICATION ☐ DECILE
 DISPLAY BY WEEK ☐ QUINTILE
 DEPARTMENT SHOP ☐ SPECIFIC VALUE
 STAFF ALL STAFFS ☐ INSTRUCT PRINT

☐ OUTPUT FILE
☐ INSTRUCT PRINT 151

	THIS TIME										SUB TOTAL	WITH- DRAWAL	TOTAL	RANK UP	MAIN- TAIN	RANK DOWN	SUB TOTAL	NEW	TOTAL
	1	2	3	4	5	6	7	8	9	10									
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
SUBTOTAL													1235						1158

-152

FIG. 20

(YEAR 1998)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	PERCENTILE	TRANSACTION AVERAGE	ANNUAL SALES AMOUNT	PERCENTILE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION
1	18125	1450	1280	10	12.5	3452658	43.5	19049	3.66
2	10440	1450	770	20	7.2	1523659	62.7	14594	3.01
3	7975	1450	536	30	5.5	902452	74.1	11317	2.95
4	6380	1450	380	40	4.4	675699	82.6	10591	2.88
5	5220	1450	270	50	3.6	456860	88.3	8752	2.61
6	4060	1450	192	60	2.8	350058	92.7	8622	2.51
7	3190	1450	138	70	2.2	245698	95.8	7702	2.50
8	2755	1450	88	80	1.9	186579	98.2	6772	2.45
9	2175	1450	50	90	1.5	98348	99.4	4522	2.12
10	1884	1449	-	100	1.3	46551	100.0	2471	1.86
AVE.	62204	14499	-	-	4.3	7938651	-	12762	3.00

AVE. UNIT PRICE	43	186317
ANNUALLY SOLD COMMODITIES	52	66338
SALES AMOUNT PER ONE PERSON	2381	548
SOLD COMMODITY PER ONE PERSON	45.8	12.9
	21.7	2.4
	16.2	3.2
	12.7	4.7
	9.4	5.5
	7.0	7.0
	315	169
	466	129
	622	68
	1051	32
	2381	548

FIG. 21

(YEAR 2001)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	PERCENTILE	TRANSACTION AVERAGE	ANNUAL SALES AMOUNT	PERCENTILE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION
1	17275	1382	1280	8.3	12.5	3329111	42.3	19271	3.71
2	10274	1427	770	17.1	7.2	1414532	60.3	13768	3.04
3	8008	1430	536	25.5	5.6	880317	71.5	10993	3.00
4	6327	1438	380	34.9	4.4	694518	80.3	10977	2.91
5	5288	1469	270	45.2	3.6	546862	87.2	10341	2.64
6	4194	1498	192	55.4	2.8	379203	92.0	9041	2.59
7	3154	1502	138	64.3	2.1	239616	95.1	7597	2.50
8	2695	1497	88	75.4	1.8	201389	97.6	7474	2.47
9	2185	1561	50	86.2	1.4	120480	99.2	5513	2.13
10	2045	1573	4.5	100.0	1.3	64741	100.0	3166	1.87
AVE.	61447	14777	-	-	4.2	7870769	-	12809	3.02

AVE. UNIT PRICE	42	185605
ANNUALLY SOLD COMMODITIES	52	64090

SALES AMOUNT PER ONE PERSON	2409	533
SOLD COMMODITY PER ONE PERSON	46.4	12.6
	21.9	2.4
	16.8	3.0
	12.8	4.4
	9.5	5.3
	7.3	7.3
	253	160
	372	135
	483	77
	616	41
	991	41

FIG. 22

	2001										SUB TOTAL	OUTFLOW	TOTAL
	1	2	3	4	5	6	7	8	9	10			
1	263	161	101	92	66	51	49	40	38	31	892	558	1450
2	145	154	116	85	64	55	54	45	43	38	799	651	1450
3	75	92	103	81	78	58	54	50	51	45	687	763	1450
4	40	51	64	95	65	55	50	64	55	48	587	863	1450
5	35	50	48	58	81	55	56	51	47	61	542	908	1450
6	28	19	35	52	50	72	37	65	49	70	477	973	1450
7	21	18	30	47	47	40	66	63	52	71	455	995	1450
8	18	19	22	27	40	44	40	59	52	59	380	1070	1450
9	11	15	18	20	22	30	34	41	62	60	313	1137	1450
10	9	11	15	18	23	29	32	34	41	41	254	1195	1450
SUBTOTAL	645	590	552	575	536	489	472	512	490	525	5386	9113	14449
NEW	737	837	878	863	933	1009	1030	985	1071	1048	-	-	9391
TOTAL	1382	1427	1430	1438	1469	1498	1502	1497	1561	1573	-	-	14777
DEDUCTION	-68	-23	-20	-12	19	48	52	47	111	124	-	-	278

1998

FIG. 23

	2001										SUB TOTAL%	OUTFLOW%	TOTAL%	PER YEAR		
														SUB TOTAL%	OUT- FLOW%	
	1	2	3	4	5	6	7	8	9	10						
1998	1	18.1	11.1	7.0	6.3	4.6	3.5	3.4	2.8	2.6	2.1	61.5	38.5	100	85	15
	2	10.0	10.6	8.0	5.9	4.4	3.8	3.7	3.1	3.0	2.6	55.1	44.9	100	82	18
	3	5.2	6.3	7.1	5.6	5.4	4.0	3.7	3.4	3.5	3.1	47.4	52.6	100	78	22
	4	2.8	3.5	4.4	6.6	4.5	3.8	3.4	4.4	3.8	3.3	40.5	59.5	100	74	26
	5	2.4	3.4	3.3	4.0	5.6	3.8	3.9	3.5	3.2	4.2	37.4	62.6	100	72	28
	6	1.9	1.3	2.4	3.6	3.4	5.0	2.6	4.5	3.4	4.8	32.9	67.1	100	69	31
	7	1.4	1.2	2.1	3.2	3.2	2.8	4.6	4.3	3.6	4.9	31.4	68.6	100	68	32
	8	1.2	1.3	1.5	1.9	2.8	3.0	2.8	4.1	3.6	4.1	26.2	73.8	100	64	36
	9	0.8	1.0	1.2	1.4	1.5	2.1	2.3	2.8	4.3	4.1	21.6	78.4	100	60	40
	10	0.6	0.8	1.0	1.2	1.6	2.0	2.2	2.3	2.8	2.9	17.5	82.5	100	56	44
SUBTOTAL		4.4	4.1	3.8	4.0	3.7	3.4	3.3	3.5	3.4	3.6	37.1	62.9	100	72	28
NEW		7.8	8.9	9.3	9.2	9.9	10.7	11.0	10.5	11.4	11.2	-	-	100		
TOTAL		9.4	9.7	9.7	9.7	9.9	10.1	10.2	10.1	10.6	10.6	-	-	100		
DEDUCTION		—	-8.3	-7.2	-4.3	6.8	17.3	18.7	16.9	39.9	44.6	-	-	100		

FIG. 24

TIME
 DISPLAY BY
 DEPARTMENT
 STAFF

YY/MM/DD
 WEEK
 SHOP
 ANY STAFF

TO
 YY/MM/DD

CUSTOMER ATTRIBUTE:

CUMULATIVE PURCHASE TIMES

☐ OR MORE
☐ OR LESS

☐ AND ☐ OR PURCHASE FREQUENCY
☐ AND ☐ OR COMM. PER CUSTOMER
 UNIT PRICE
 LAST PURCHASE
 CURRENT RANK
 RANK AS OF

TO
TO
TO
TO
TO
TO

☐ OUTPUT FILE
 ☐ INSTRUCT PRINT

THIS YEAR	JAN	FEB	NOV	DEC
CUSTOMER NUMBER				
FREQUENCY				
EVENT DIVISION				
COMMODITY (LARGE CLASSIFICATION)				
COMMODITY (MIDDLE CLASSIFICATION)				
SALES PER TRANSACTION				
COMMODITY PER CUSTOMER				
UNIT PRICE				
LAST YEAR	JAN	FEB	NOV	DEC
CUSTOMER NUMBER				
FREQUENCY				
EVENT DIVISION				
COMMODITY (LARGE CLASSIFICATION)				
COMMODITY (MIDDLE CLASSIFICATION)				
SALES PER TRANSACTION				
COMMODITY PER CUSTOMER				
UNIT PRICE				

FIG. 25

(YEAR 2000)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	SOLD COMMODITIES PER CUSTOMER	COMMODITIES PER TRANSACTION
1	655810	21.7	2802	9.7	23405	230	10	12.18	2851	82	7987	16.4	34.73	2.85
2	378670	12.5	2006	7.0	18877	230	10	8.72	1646	78	4863	10.0	21.14	2.42
3	241650	8.0	1439	5.0	16793	230	10	6.26	1051	75	3243	6.7	14.10	2.25
4	173730	5.7	1133	3.9	15334	230	10	4.93	755	72	2401	4.9	10.44	2.12
5	127510	4.2	907	3.1	14058	230	10	3.94	554	70	1809	3.7	7.87	1.99
6	91800	3.0	749	2.6	12256	230	10	3.26	399	69	1324	2.7	5.76	1.77
7	63360	2.1	602	2.1	10525	230	10	2.62	275	65	980	2.0	4.26	1.63
8	43700	1.4	505	1.8	8653	230	10	2.20	190	57	771	1.6	3.35	1.53
9	26850	0.9	391	1.4	6867	230	10	1.70	117	46	582	1.2	2.53	1.49
10	11930	0.4	282	1.0	4230	230	10	1.23	52	30	400	0.8	1.74	1.42
MEMBER	1815010	60.0	10816	37.5	16781	2300	100	4.70	789	75	24360	50.0	10.59	2.25
OTHERS	1210010	40.0	18027	62.5	6712						24340	50.0		
TOTAL	3025020	100.0	28843	100.0	10488						48700	100.0		

FIG. 26

(CHANGE BETWEEN YEARS 2000 - 2001)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	SOLD COMMODITIES PER CUSTOMER	COMMODITIES PER TRANSACTION
1	30510	2.2	52	16.2	643	4	-0.3	0.01	82	3.0	77	16.2	-0.26	-0.02
2	-30590	-0.4	-46	10.9	-1118	5	-0.2	-0.38	-165	2.9	-553	7.5	-2.80	-0.23
3	-14040	-0.1	43	8.5	-1435	7	-0.1	0.00	-90	-0.71	-159	5.8	-1.09	-0.17
4	12680	0.7	-30	6.1	1567	9	0.0	-0.31	25	-2.8	282	5.9	0.79	0.31
5	-1420	0.2	30	5.4	-602	7	-0.1	0.01	-22	-3.8	81	3.9	0.11	0.02
6	2740	0.3	-26	4.0	820	9	0.0	-0.23	-3.6	-7.2	197	3.4	0.61	0.34
7	-6840	-0.1	-30	3.1	-644	11	0.0	-0.24	-41	-4.7	-37	1.8	-0.35	0.02
8	-2157	0.0	-21	2.7	-70	14	0.2	-0.21	-20	-3.8	15	1.6	-0.13	0.10
9	-3640	-0.1	-37	1.9	-311	16	0.2	-0.26	-22	-2.3	-53	0.9	-0.38	0.01
10	760	0.0	73	2.3	-656	18	0.3	0.21	-0.70	-4.8	108	1.2	0.31	0.01
TOTAL	-11997	-	8	-	-123	100	-	-0.19	-38	-0.36	-42	-	-0.46	-0.01

FIG. 27

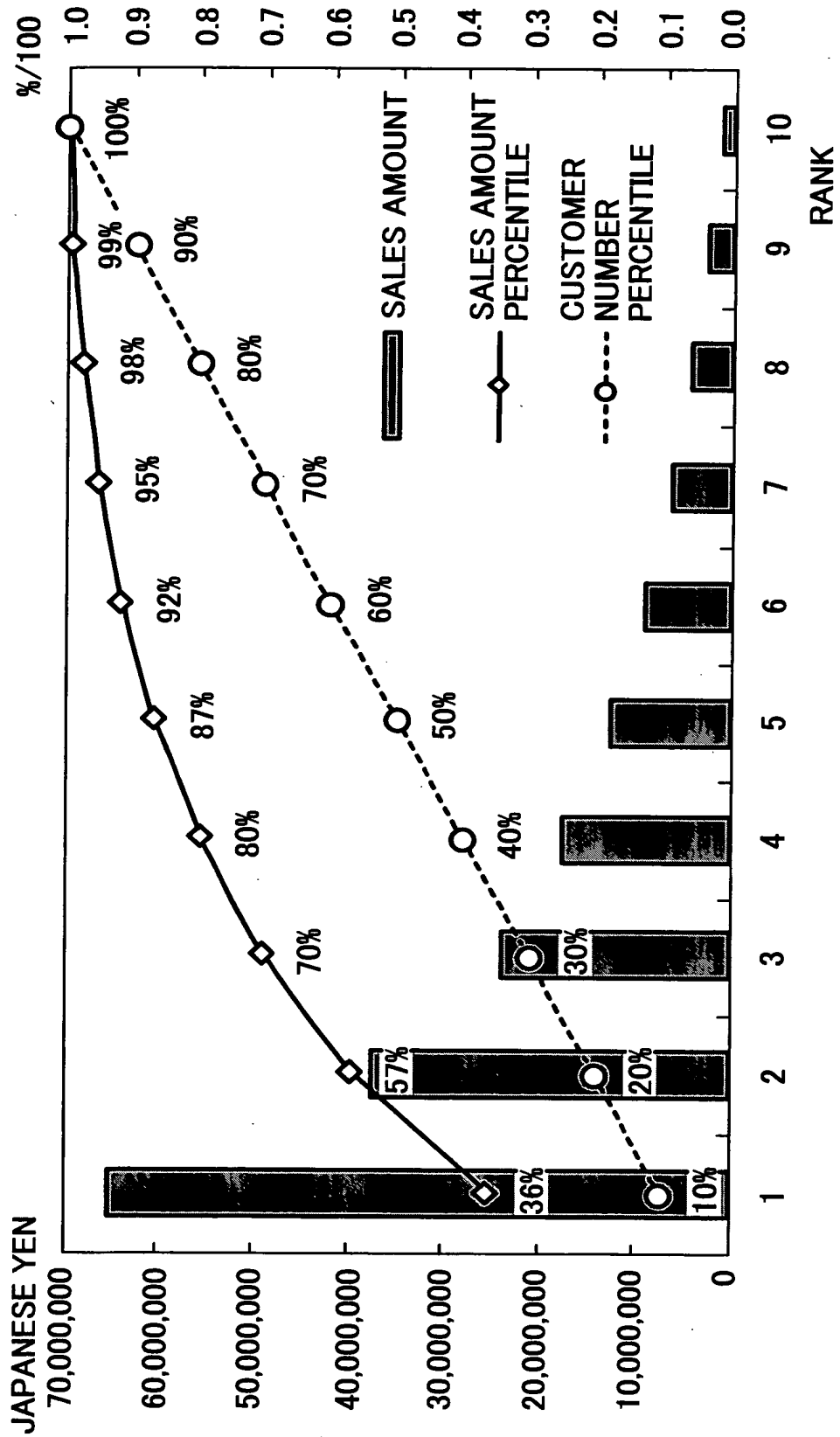


FIG. 28

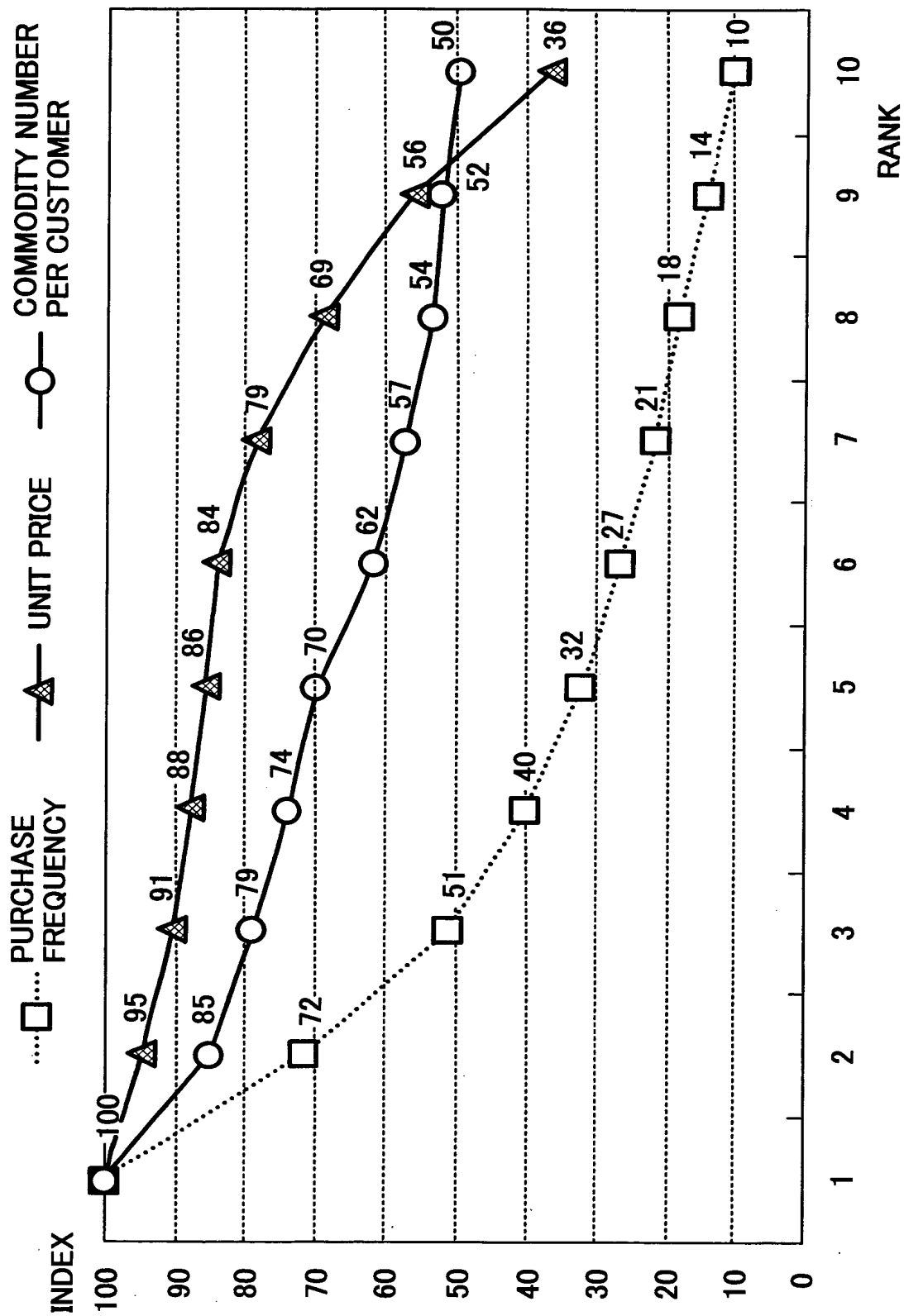


FIG. 29

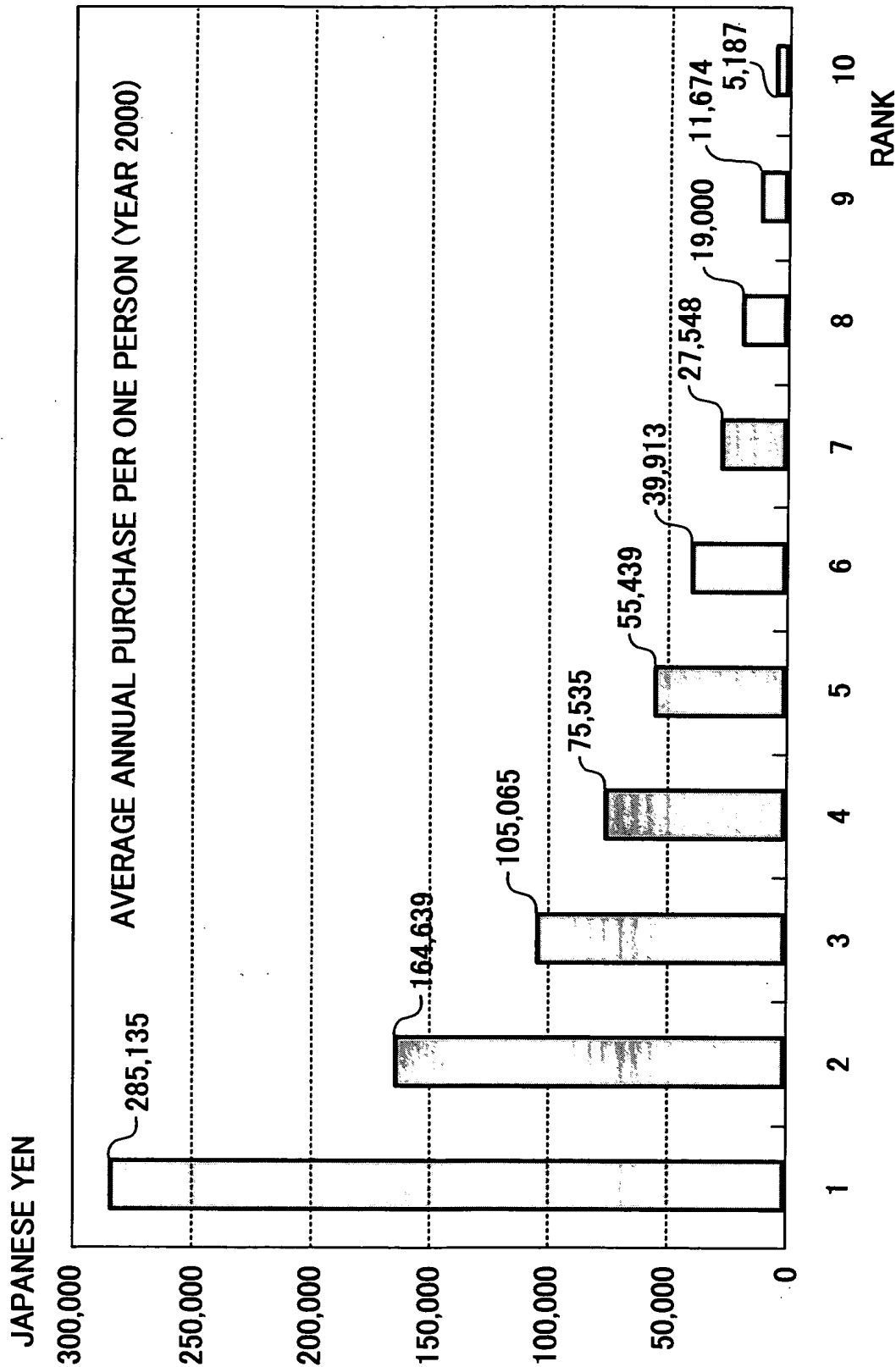


FIG. 30

RANK	CUSTOMER TOTAL, 2000	RANK DOWN (OUTFLOW)	RANK UP (OUTFLOW)	WITHDRAWAL	NEW	RANK UP (INFLOW)	RANK DOWN (INFLOW)	INCREASE AND DECREASE TOTAL	RANK MAINTAIN	CUSTOMER TOTAL, 2001
1	230	98	-	30	28	104	-	4	102	234
2	230	91	45	39	40	99	41	5	55	235
3	230	92	60	46	73	79	53	7	32	237
4	230	72	66	62	76	69	64	9	30	239
5	230	66	69	74	88	59	69	7	21	237
6	230	43	80	89	98	46	77	9	18	239
7	230	41	59	113	134	32	58	11	17	241
8	230	24	50	139	143	21	63	14	17	244
9	230	14	49	152	159	11	61	16	15	246
10	230	-	42	175	180	-	55	18	13	248
TOTAL	2300	541	520	919	1019	520	541	100	320	2400

FIG. 31

	RANK	RANK IN 2001										SUBTOTAL
		1	2	3	4	5	6	7	8	9	10	
1	102	41	22	16	10	3	2	2	1	1	1	200
2	45	55	31	21	15	11	5	4	3	1	1	191
3	23	37	32	27	21	19	9	7	5	4	4	184
4	14	27	25	30	23	20	11	9	7	2	2	168
5	11	17	19	22	21	24	16	11	9	6	6	156
6	7	13	18	20	22	18	15	13	9	6	6	141
7	2	3	11	11	14	18	17	17	14	10	10	117
8	1	1	3	7	11	13	14	17	13	11	11	91
9	1	0	1	5	7	9	11	15	15	14	14	78
10	0	1	2	4	5	6	7	6	11	13	13	55
SUBTOTAL		206	195	164	163	149	141	107	101	87	68	1381

FIG. 32

RANK	CUSTOMER TOTAL RATIO, 2000	RANK DOWN RATIO (OUTFLOW)	RANK UP RATIO (OUTFLOW)	WITHDRAWAL RATIO	NEW RATIO	RANK UP RATIO (INFLOW)	RANK DOWN RATIO (INFLOW)	INCREASE AND DECREASE TOTAL RATIO	RANK MAINTAIN RATIO	CUSTOMER TOTAL RATIO, 2001
1	100.0	42.6	-	13.0	12.2	45.2	-	1.7	44.3	101.7
2	100.0	39.6	19.6	17.0	17.4	43.0	17.8	2.2	23.9	102.2
3	100.0	40.0	26.1	20.0	31.7	34.3	23.0	3.0	13.9	103.0
4	100.0	31.3	28.7	27.0	33.0	30.0	27.8	3.9	13.0	103.9
5	100.0	28.7	30.0	32.2	38.3	25.7	30.0	3.0	9.1	103.0
6	100.0	18.7	34.8	38.7	42.6	20.0	33.5	3.9	7.8	103.9
7	100.0	17.8	25.7	49.1	58.3	13.9	25.2	4.8	7.4	104.8
8	100.0	10.4	21.7	60.4	62.2	9.1	27.4	6.1	7.4	106.1
9	100.0	6.1	21.3	66.1	69.1	4.8	26.5	7.0	6.5	107.0
10	100.0	-	18.3	76.1	78.3	-	23.9	7.8	5.7	107.8
TOTAL	100.0	23.5	22.6	40.0	44.3	22.6	23.5	4.3	13.9	104.3

FIG. 33

	RANK IN 2001										SUBTOTAL
	1	2	3	4	5	6	7	8	9	10	
RANK	1	2	3	4	5	6	7	8	9	10	
	44.3	17.8	9.6	7.0	4.3	1.3	0.9	0.9	0.4	0.4	87.0
	19.6	23.9	13.5	9.1	6.5	4.8	2.2	1.7	1.3	0.4	83.0
	10.0	16.1	13.9	11.7	9.1	8.3	3.9	3.0	2.2	1.7	80.0
	6.1	11.7	10.9	13.0	10.0	8.7	4.8	3.9	3.0	0.9	73.0
	4.8	7.4	8.3	9.6	9.1	10.4	7.0	4.8	3.9	2.6	67.8
	3.0	5.7	7.8	8.7	9.6	7.8	6.5	5.7	3.9	2.6	61.3
	0.9	1.3	4.8	4.8	6.1	7.8	7.4	7.4	6.1	4.3	50.9
	0.4	0.4	1.3	3.0	4.8	5.7	6.1	7.4	5.7	4.8	39.6
	0.4	0.0	0.4	2.2	3.0	3.9	4.8	6.5	6.5	6.1	33.9
	0.0	0.4	0.9	1.7	2.2	2.6	3.0	2.6	4.8	5.7	23.9
SUBTOTAL	9.0	8.5	7.1	7.1	6.5	6.1	4.7	4.4	3.8	3.0	60.0

FIG. 34

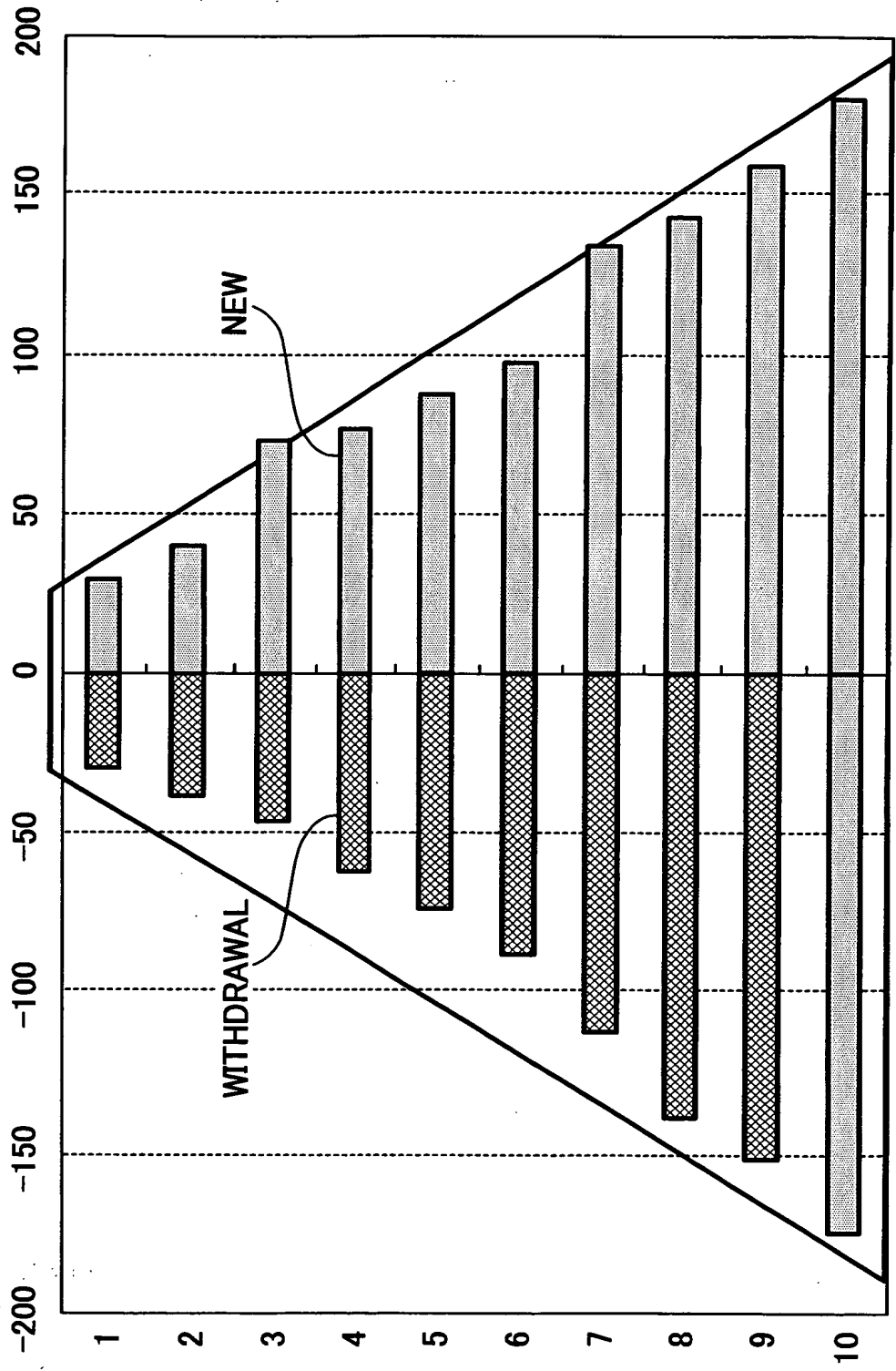


FIG. 35

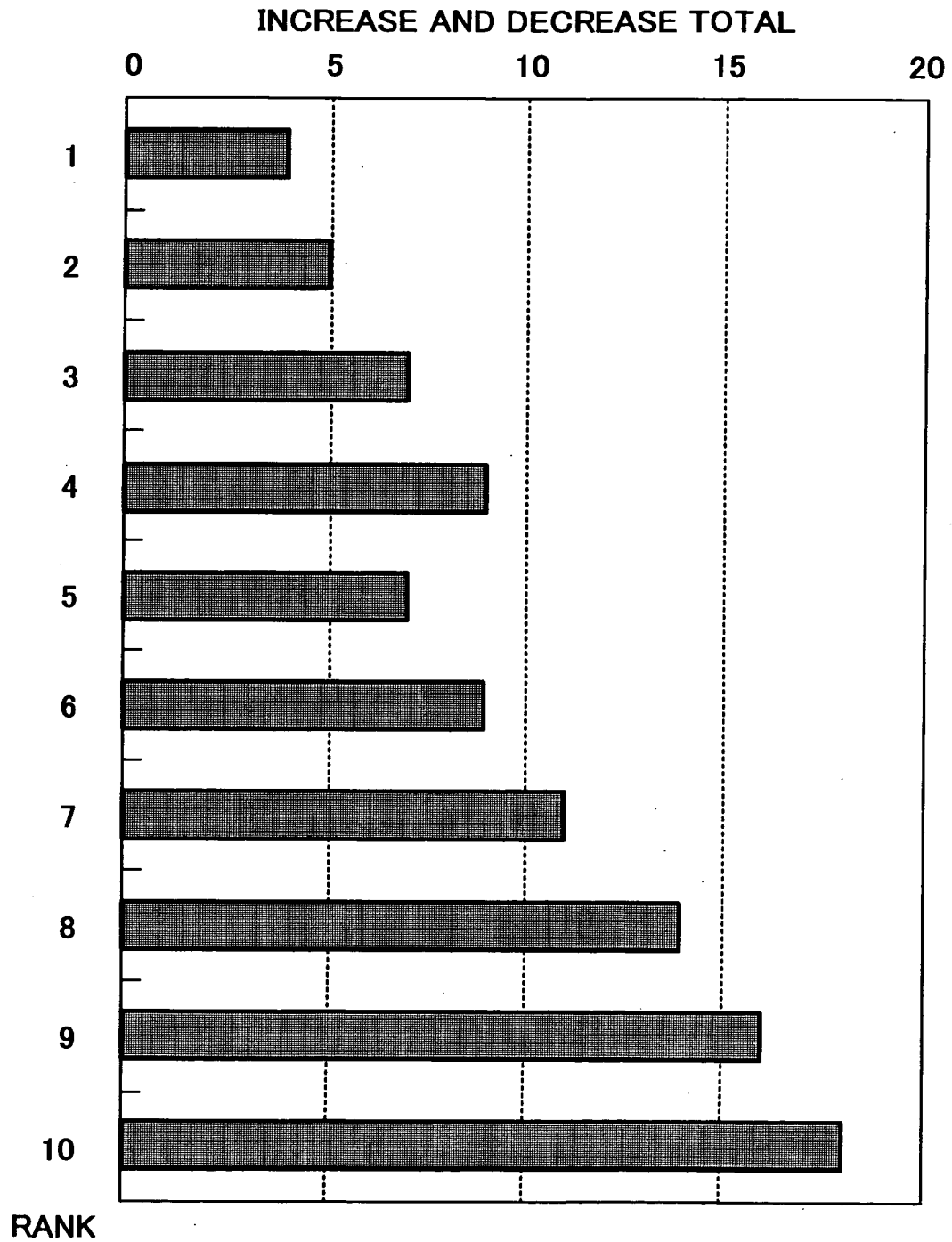


FIG. 36

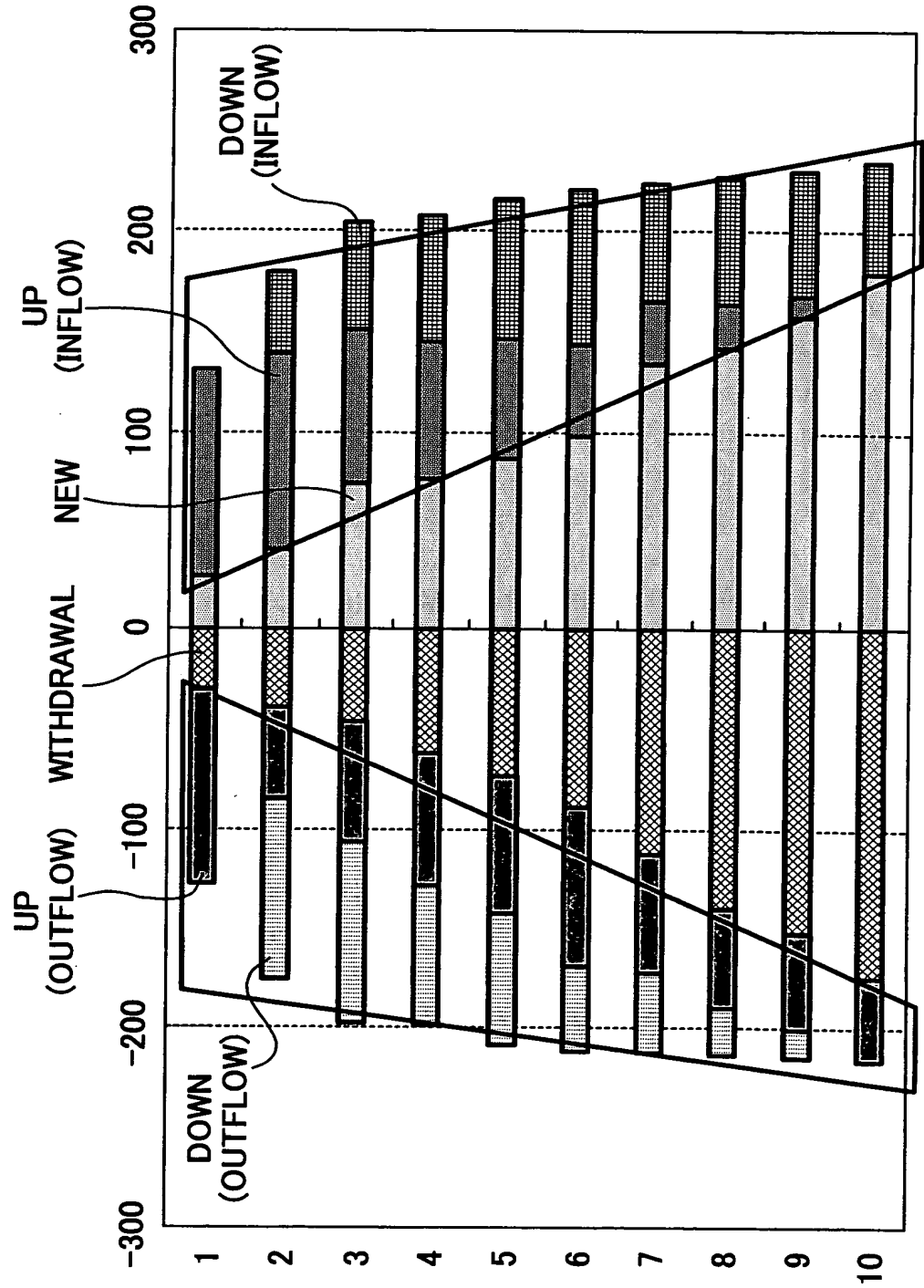


FIG. 37

RANK 7 (YEAR 2000) -> RANK 4 (YEAR 2001)

	AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	PER TRANSA.			SWEATER		BLOUSE		BOTTOMS		SUNDY	
							COMMODITIES	UNIT PRICE	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY
2000	502000	70	7171	90	26	2.7	1.3	5578	21	84200	1	3000	42	307500	6	4800	
							AVERAGE UNIT PRICE			4010		3000		7321		800	
							COMPONENT RATIO		23%	17%	1%	1%	47%	61%	7%	1%	
2001	1351000	140	9650	186	26	5.4	1.3	7263	40	189200	15	88500	85	653720	7	12100	
							A.U.P.C.R.		22%	14%	8%	7%	46%	48%	4%	1%	
							CHANGE IN		-2%	-3%	7%	6%	-1%	-13%	-3%	0%	
							A.U.P.C.R.										
A	157810	16	9863	21					4	21600	1	7900	11	95900	1	500	
B	261600	18	14533	27					5	34500	1	6900	18	166300	0	0	
C	200570	19	10556	24					10	38300	3	17600	6	56200	0	0	
D	731020	87	8403	114					21	94800	10	56100	50	335320	6	11600	
A	12%	11%	102%	11%					10%	11%	7%	9%	13%	15%	14%	4%	
B	19%	13%	151%	15%					13%	18%	7%	8%	21%	25%	0%	0%	
C	15%	14%	109%	13%					25%	20%	20%	20%	7%	9%	0%	0%	
D	54%	62%	87%	61%					53%	50%	67%	63%	59%	51%	86%	96%	

A: COMMODITY CHANGE PERIOD

B: OFF SEASON PERIOD

C: PEAK PERIOD

D: FINAL PERIOD+SALE

FIG. 38

RANK 3 (YEAR 2000) -> RANK 7 (YEAR 2001)

PER TRANSACTIONS										SWEATER		BLOUSE		BOTTOMS		SUNDRY	
AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	COMMODITIES	UNIT PRICE	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES		
							AVERAGE UNIT PRICE COMPONENT RATIO										
2000	2053000	190	10805	268	28	6.8	1.4	7660	57	290850	17	108500	129	1061640	8	15400	
2001	555500	73	7610	93	28	2.6	1.3	5973	23	101420	7	40380	36	290200	8	11900	
																	A.U.P.C.R.
A: COMMODITY CHANGE PERIOD																	
B: OFF SEASON PERIOD																	
C: PEAK PERIOD																	
D: FINAL PERIOD+SALE																	
CHANGE IN																	
A.U.P.C.R.																	
A	5000	1	5000	1					0	0	0	0	1	5000	0	0	
B	83900	9	9322	14					5	20500	0	0	2	19900	0	0	
C	30600	5	6120	5					0	0	2	14800	2	13900	1	1900	
D	436000	58	7517	73					18	80920	5	25580	31	251400	7	10000	
A	1%	1%	66%	1%					0%	0%	0%	0%	3%	2%	0%	0%	
B	15%	12%	123%	15%					22%	20%	0%	0%	6%	7%	0%	0%	
C	6%	7%	80%	5%					0%	0%	29%	37%	6%	5%	13%	16%	
D	78%	79%	99%	78%					78%	80%	71%	63%	86%	87%	88%	84%	

FIG. 39

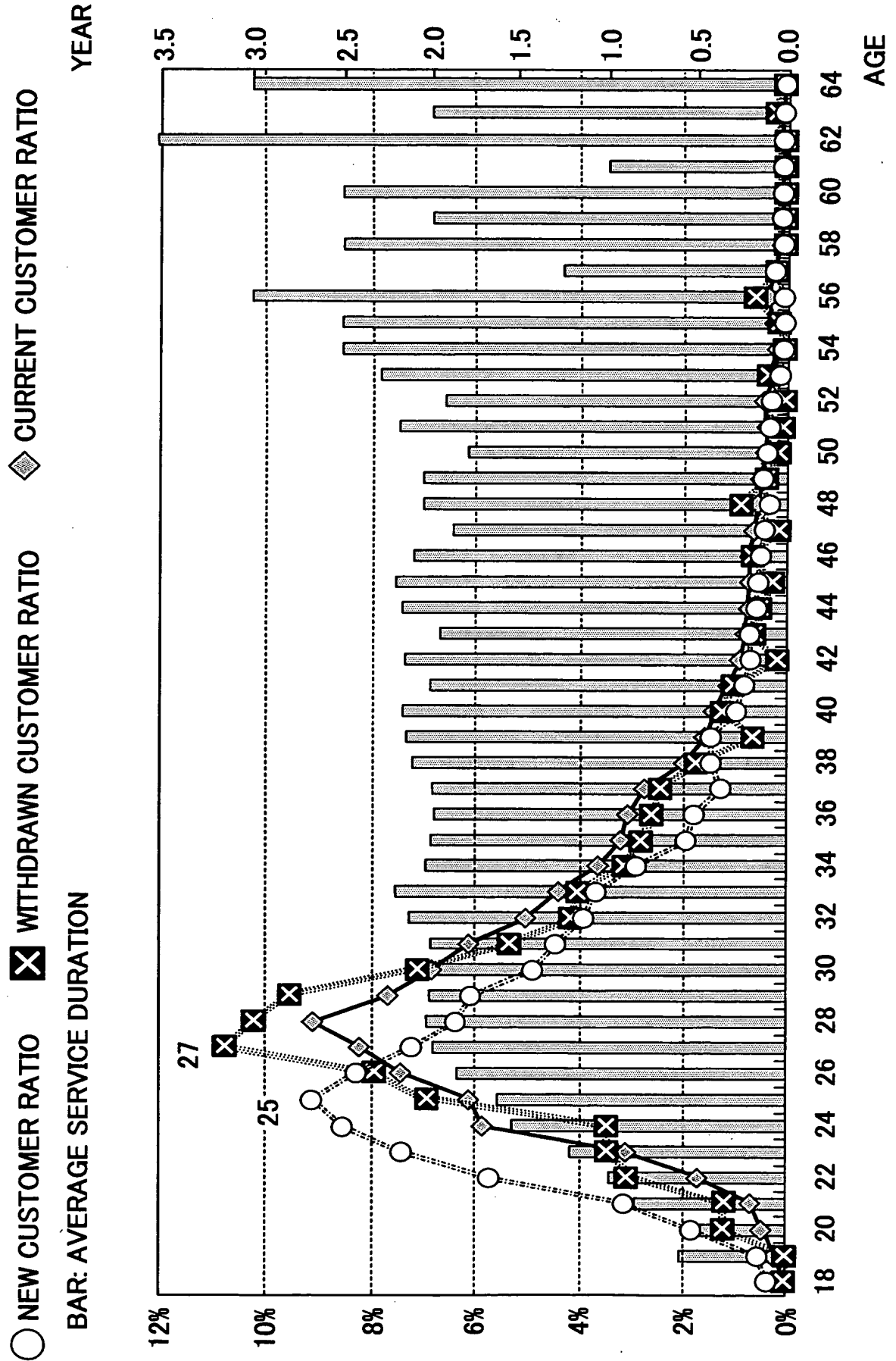


FIG. 40

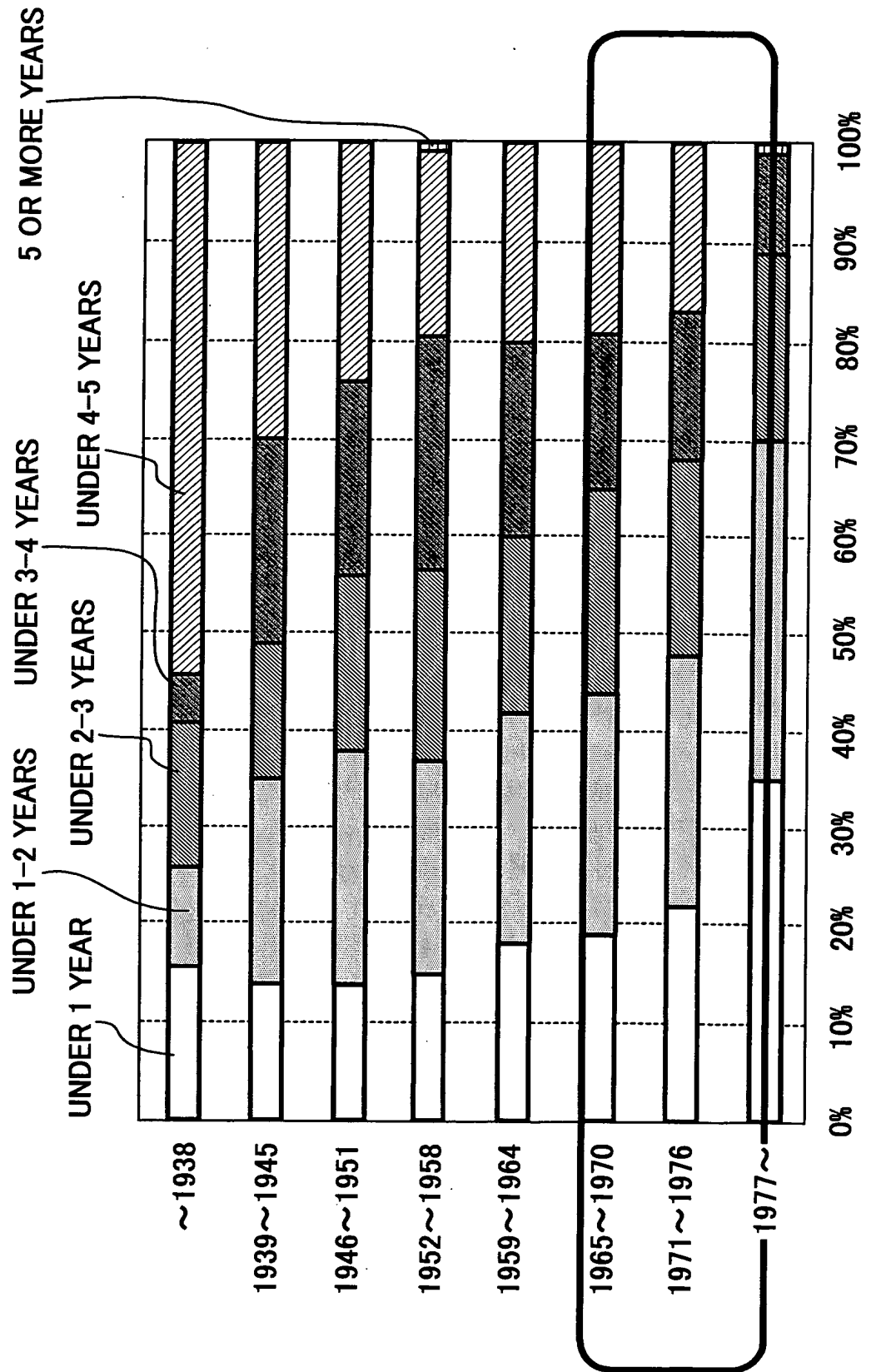


FIG. 41

CHANGE IN RANK BY CUSTOMER PERIOD

RANK	1 YEAR OR LESS	2 YEARS	3 YEARS	4 YEARS	5 YEARS	6 YEARS
1	2.2%	8.0%	8.7%	13.1%	10.7%	7.1%
2	4.8%	8.3%	9.0%	12.0%	12.7%	12.1%
3	6.7%	10.9%	11.1%	11.4%	9.2%	8.9%
4	11.5%	12.2%	9.1%	9.7%	8.5%	9.5%
5	12.7%	10.2%	9.9%	8.8%	9.2%	10.2%
6	13.4%	9.6%	10.1%	12.3%	8.4%	7.5%
7	15.3%	9.3%	10.4%	8.4%	10.2%	7.2%
8	12.1%	9.0%	11.6%	9.6%	9.0%	7.9%
9	14.3%	10.9%	9.2%	6.9%	9.3%	10.5%
10	7.0%	11.3%	10.7%	9.4%	9.3%	11.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FIG. 42A

* INITIALIZED MODULE

CALENDAR	DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
	RELATION- MAKING	NEXT DAY, 1 WEEK LATER, ETC.	YES	FIRST PURCHASE CUSTOMER, ETC.	(NOT SELL)
	BIRTHDAY	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	FAMILY MEMBER'S BIRTHDAY	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	SPECIFIC COMMODITY PURCHASE	NEXT DAY	YES	CUSTOMER WHO PURCHASED HIGH-PRICE COMMODITY	MAINTENANCE, COORDINATE
	EVERY OTHER MONTH	EVEN MONTH	YES	CUSTOMER WITH RANK B OR HIGHER AND SECOND TIME+ THOSE WITH RANK C OR HIGHER, ETC.	HINT ABOUT THE STYLE OF DRESS, ETC.
	IN-TIME PURCHASE	NEXT DAY	YES	CUSTOMER WHO MET PREDETERMINED CONDITION IN A FIXED PERIOD OF TIME	

FIG. 42B

* INITIALIZED MODULE

	DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
PROMOTION	*INTRODUCTION OF NEW PRODUCT				
	*SPECIFIC SALE	2 WEEKS BEFORE			
	*MEMBER SALE	2 WEEKS BEFORE OR CATALOGUE COMPLETION TIME	YES	CUSTOMER HAVING NEW PRODUCT PURCHASE HISTORY, ETC. CUSTOMER WITH RANK S OR A ALL MEMBERS	
	*NOT COMING TO THE SHOP FOR SPECIFIC SALE	1 WEEK AFTER		CUSTOMER WHO DID NOT COME TO THE SHOP FOR SPECIFIC SALE	
OTHERS	RETURN, REPLACEMENT, REPAIR COMPLETION	AFTER OCCURRENCE OF COMPLAINT			

*ARBITRARY SET MODULE

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FIG. 43

● UNPROCESSED ISSUE LIST

● PROCESSED ISSUE LIST

[illegible]

☐ OUTPUT FILE ☐ INSTRUCT PRINT

FIG. 44

TIME TO

DEPARTMENT: DISPLAY BY

PROMOTION DIVISION

STAFF

















ISSUED DATE	PROMOTION NUMBER	DM TRANS- MISSION NUMBER	PROMOTION DIVISION	REACTION NUMBER	HIT RATE	PERSON IN CHARGE	
10MAY02			RELATION- MAKING				
			RELATION- MAKING				
			BIRTHDAY				
			SPECIFIC SALE				

O OUTPUT FILE O INSTRUCT PRINT